

Unlock your AI potential

*Making the most
of your data*

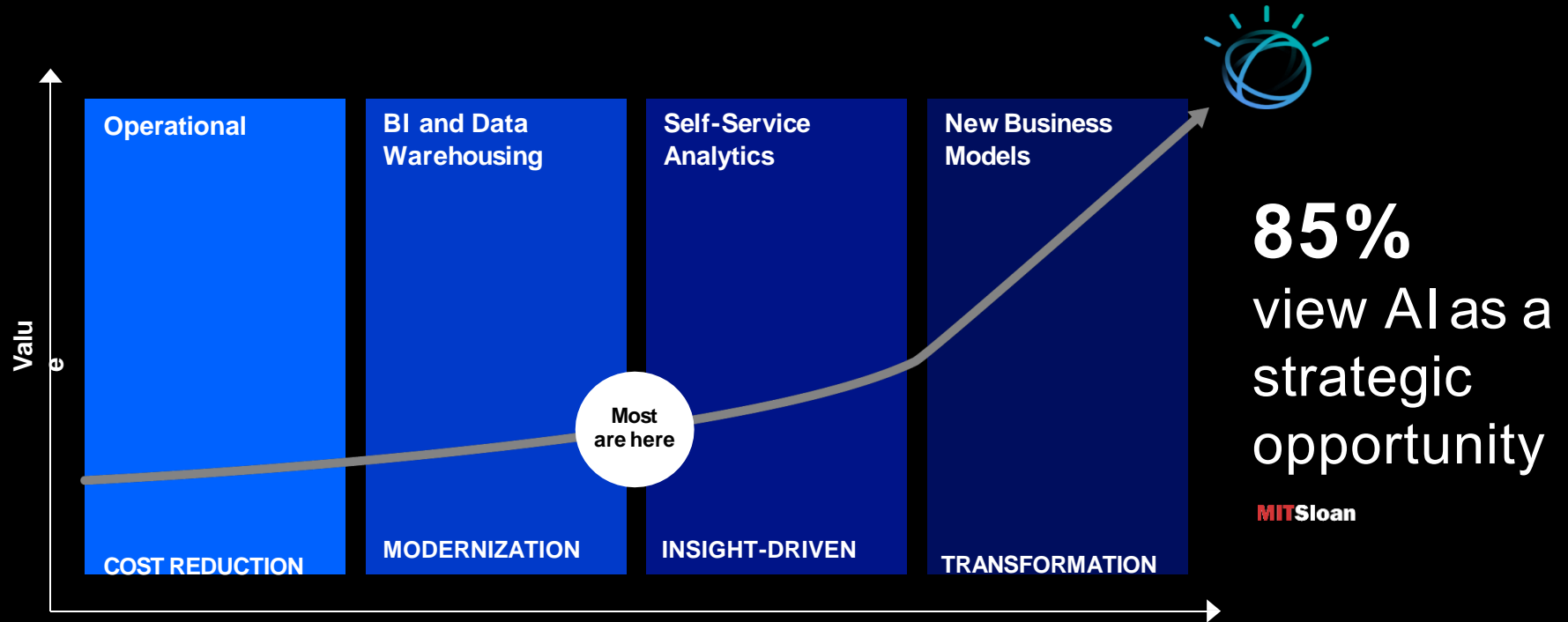
Kramer Reeves

Director, Global Marketing
IBM Automation



IBM

Enterprises confirm the journey to AI is a strategic priority



94%

of companies believe
that AI is the key to
competitive advantage

80%

of data is either
inaccessible,
untrusted or
unanalyzed

81%

do not yet
understand the
data required
for AI

1 in 20

companies have extensively
incorporated AI into
offerings and processes

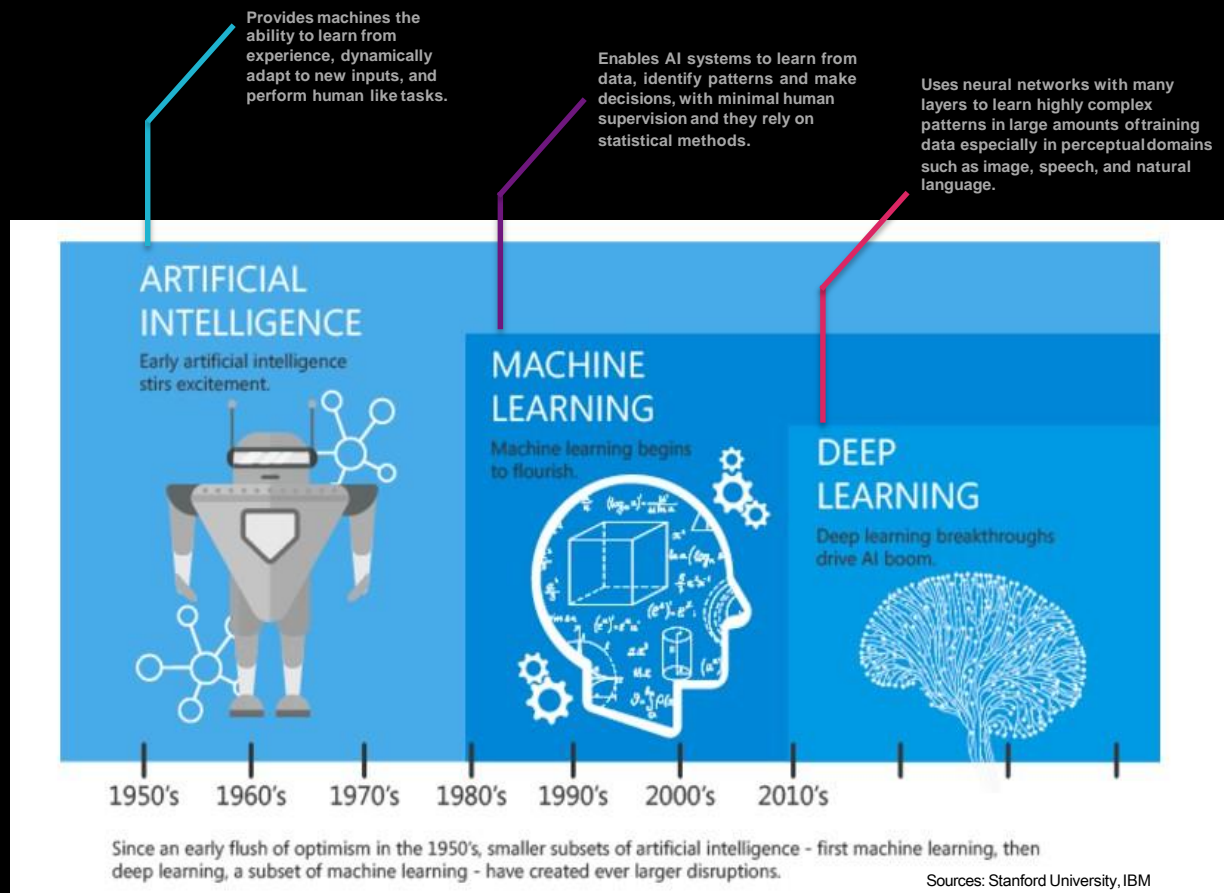
60%

See compliance
as a barrier due to
a lack of trust
in AI outcomes

65%

do not fully
trust their own
organizations
analytics

The relationship of AI, ML, and DL



Woodside video



<https://www.youtube.com/watch?v=GFZZIaIVKY8>

AI unlocks the value of data in totally new ways



Predict and shape future outcomes



Optimize people to do higher value work



Automate decisions, processes, experiences



Reimagine new business models

Revenue
Increase

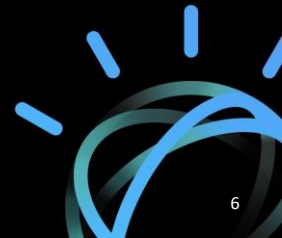
72%

28%

Cost
Savings

*How AI
pioneers
see value*

MIT Sloan



AI is not magic



Achieved a 40% call deflection rate with virtual agents



Mercedes-Benz

Cognitive car manual explaining increased vehicle complexity



Identifies gaps in terms in complex RFPs



Predict power demand by for renewable energy

Our learnings from experience in helping thousands of enterprises put AI to work



Visually categorize damage & instantly issues quote



Intelligently provides info on an array of offerings



Better predict outcomes in sepsis patients



Predict and target first-time buyers in the US



Surface hidden insights to optimize fantasy football outcomes



AI-powered advertising engagement

The AI Ladder

A prescriptive approach to accelerating the journey to AI



AI

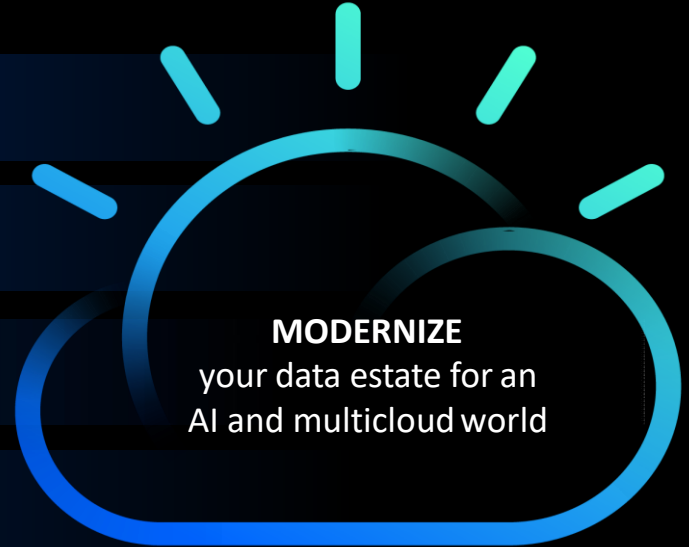
INFUSE – Operationalize AI in business processes

ANALYZE - Scale AI everywhere with trust & transparency

ORGANIZE - Create a trusted analytics foundation

COLLECT - Make data simple and accessible

Data of everytype,
regardless of where it lives



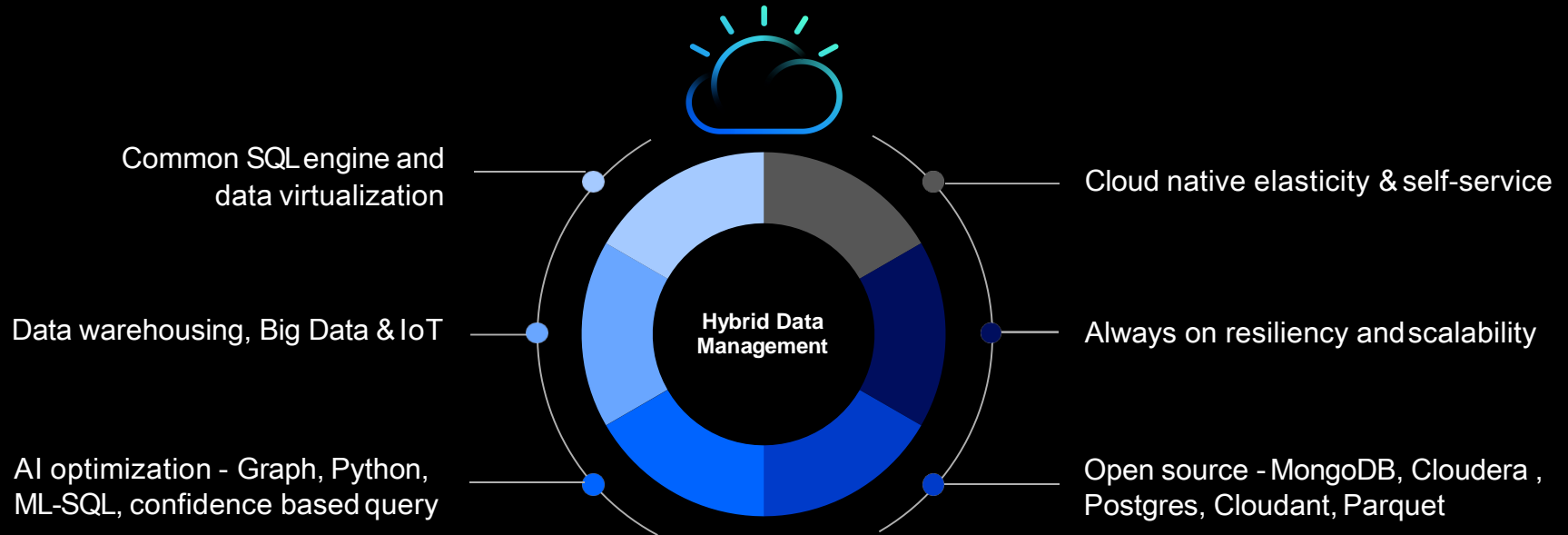
MODERNIZE
your data estate for an
AI and multicloud world

Collect Data

Make data simple and accessible

TRUATA.

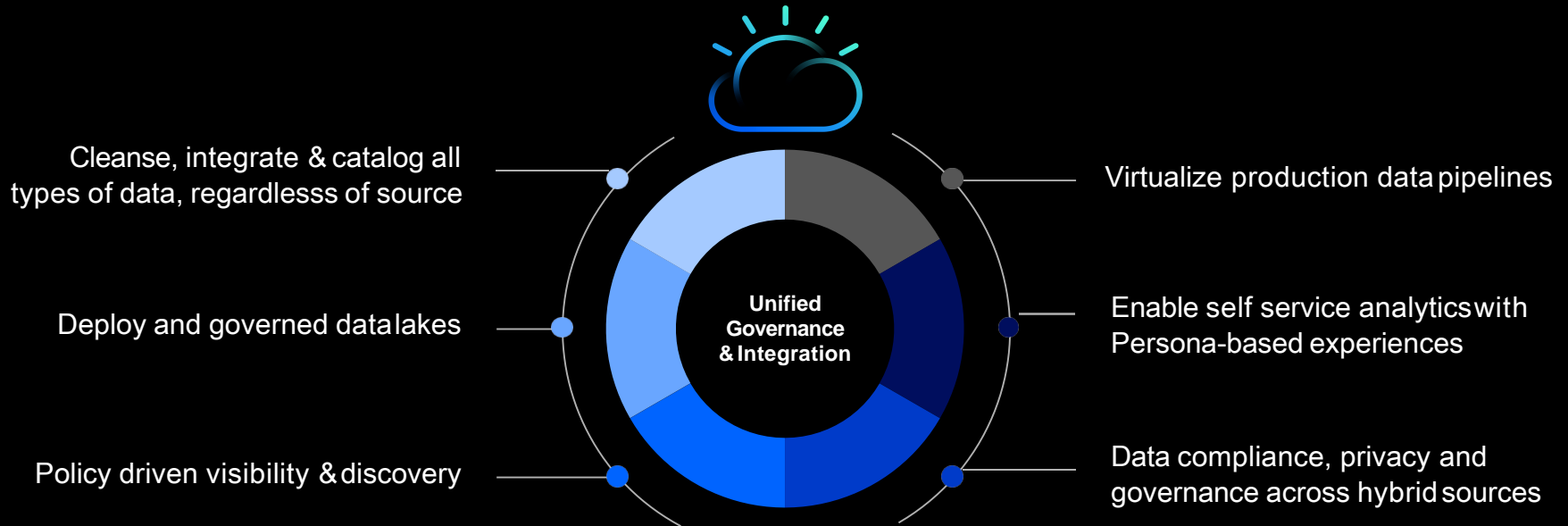
Fully governed data lake on IBM Cloud with integrated AI models for data protection, GDPR and analytics



Organize Data

Create a trusted, business-ready analytics foundation

New predictive rules based upon real time state/federal crime data repositories



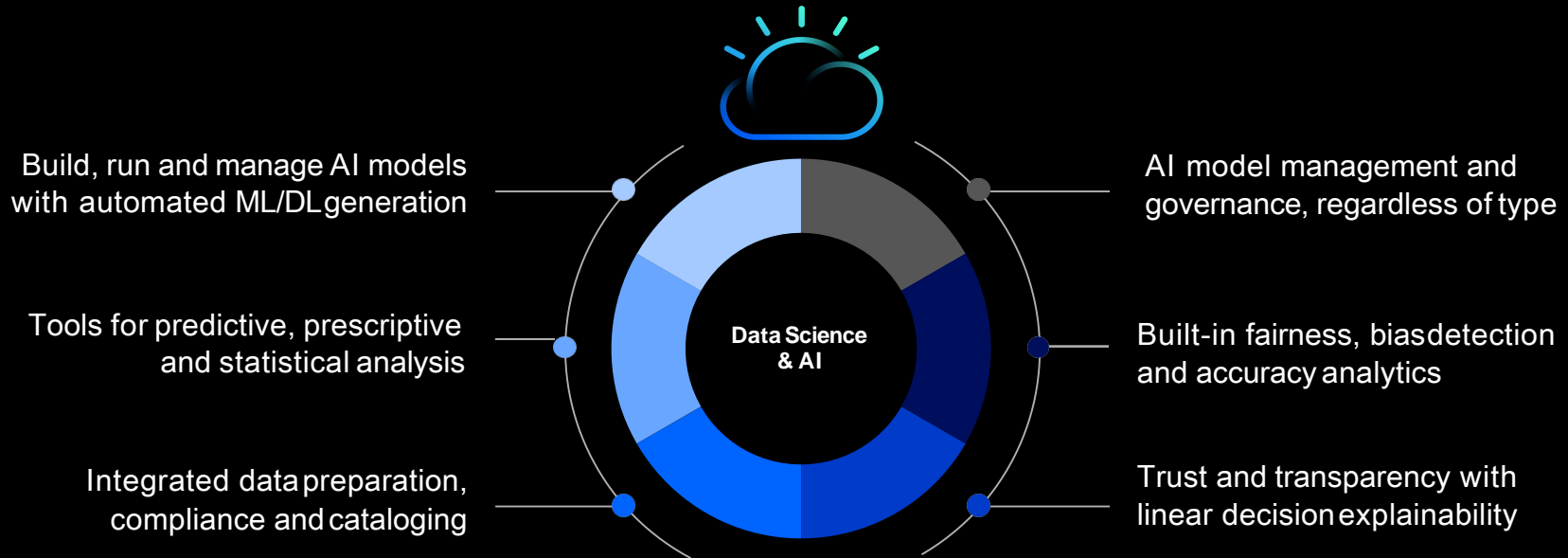
Analyze Data

Scale AI everywhere with trust and transparency



NEDBANK

Predict fraud across their web & mobile banking system, reducing the high "false positive" rates



Infuse AI

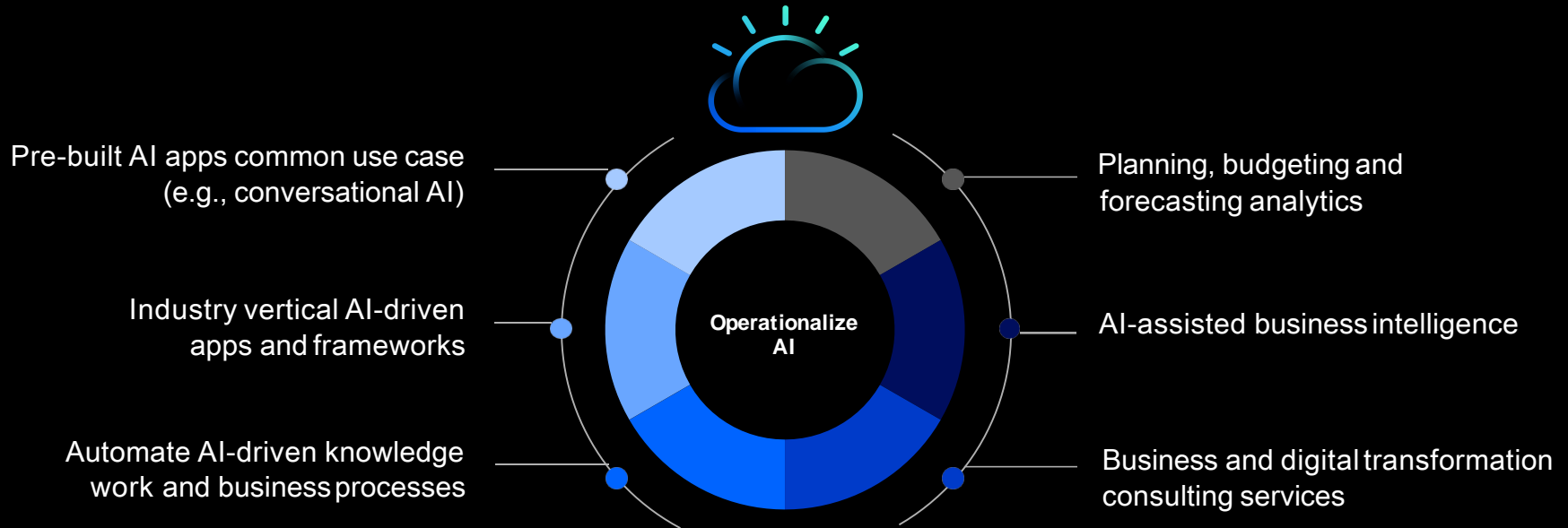
Operationalize AI in
business processes



Ensure responsible use of AI
across their tax & audit services.



AI assistant to help clients gain
insights and answer questions.





OPINION | COMMENTARY

Models Will Run the World

The software revolution has transformed business. What's next? Processes that constantly improve themselves without need of human intervention.

By Steven A. Cohen and Matthew W. Granade

Aug. 19, 2018 6:12 p.m. ET

Marc Andreessen's essay "Why Software is Eating the World" appeared in this newspaper Aug. 20, 2011. Mr. Andreessen's analysis was prescient. The companies he identified—Netflix, Amazon, Spotify—did eat their industries. Newer software companies—Didi, Airbnb, Stripe—are also at the table, digging in.

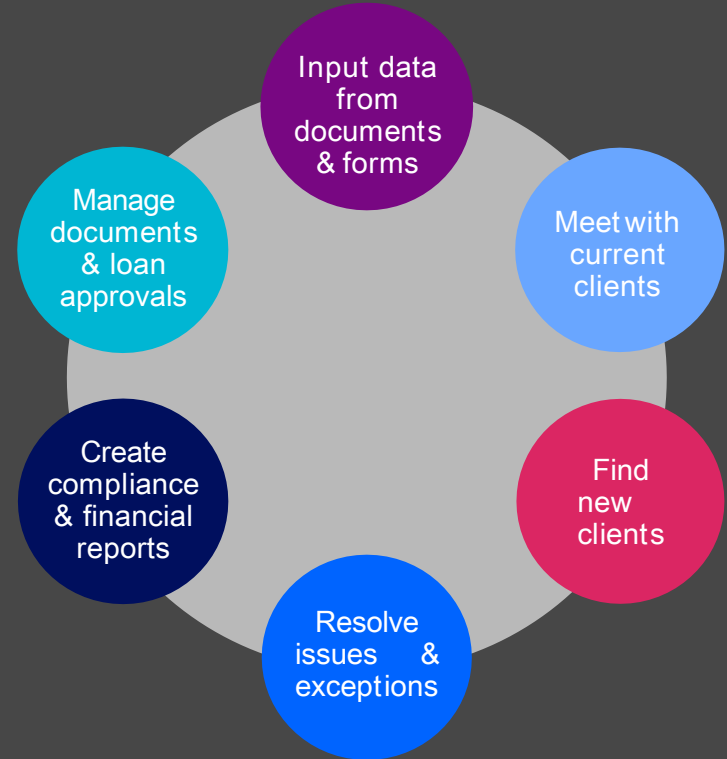
Today most industry-leading companies are software companies, and not all started out as such. Aptiv and Domino's Pizza, for instance, are longstanding leaders in their sectors that

How do knowledge workers get their jobs done?

“Meet Lisa the loan officer”



Lisa's primary business activities

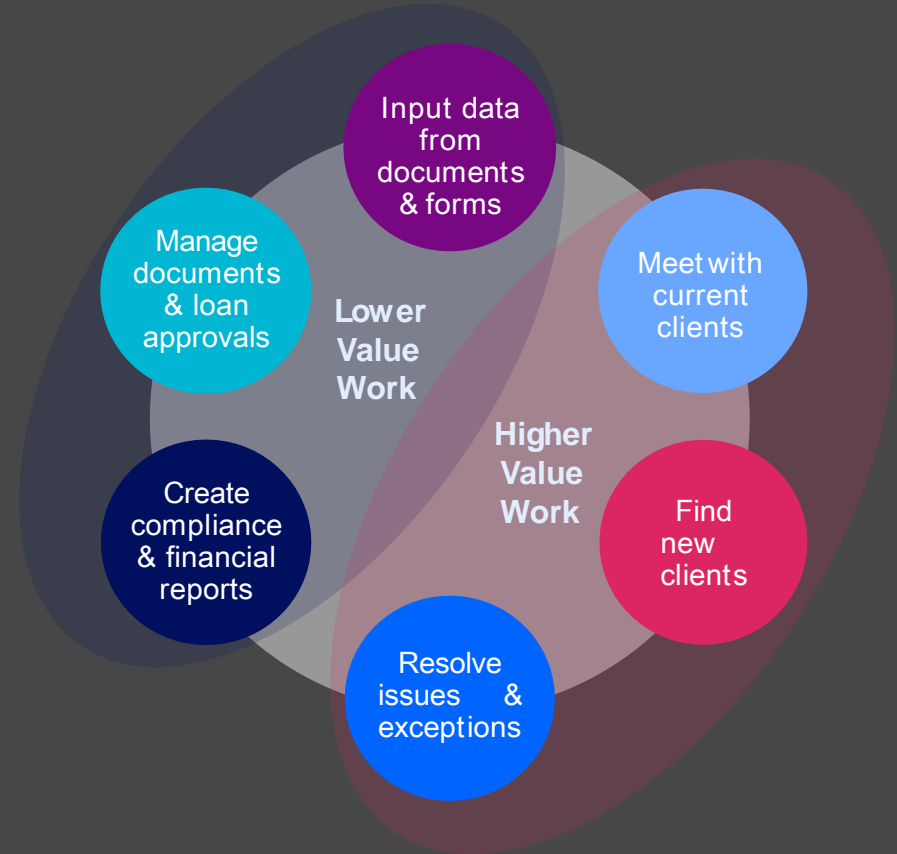


The knowledge worker's dilemma




So much time is spent on **low value work** that little time is left for **high value work**



Lisa's primary business activities



Many types of work can be automated with infused intelligence

Source of digital labor	 Digital clerk	 Digital advisor	 Digital self-service
Focus of work	Lower value repetitive work	High value knowledge work	Game-changing business models
Business benefit	Frees up employees by offloading repetitive work	Assists employees by augmenting expert work	Creates new revenue streams enabled by automation

Assisting Knowledge Workers

Infuse AI into your business operations by identifying moments of intelligence

Build agents that will:

- Automate all styles of work, from mundane clerical tasks to complex knowledge work
- Include built-in business controls so you can trust the agents with your critical work

Automation agents that will:

Extract
information



Gather critical
information



Prioritize
work



Enter
data



Make
decisions



Anticipate
action



Pre-integrate with
RPA bots

Integrate with your
business apps (e.g. Salesforce)

Infuse AI into your business processes

Build, deploy and manage AI-powered digital agents

Automate all styles of work, from mundane clerical tasks to complex knowledge work

- Pre-built catalog of AI skills
- Pre-integrated with automation platform and related technologies
- Business controls, including guardrails and AI transparency



Meet Lisa, Business Owner of Claim Processing at Acme Healthcare Insurance Inc.



Lisa is the Business Owner of Claim Processing at Acme Healthcare Inc.

Her challenge is to handle an increasing number of claims while reducing the claim processing time.

She leads a team of Claim Assessors to process ~1,000 claims every month



John is a claim staff responsible for entering claim information into the system.



Michael is a claim advisor responsible for reviewing and validating the claims.

IT provides a Claim Processing system to manage the claims

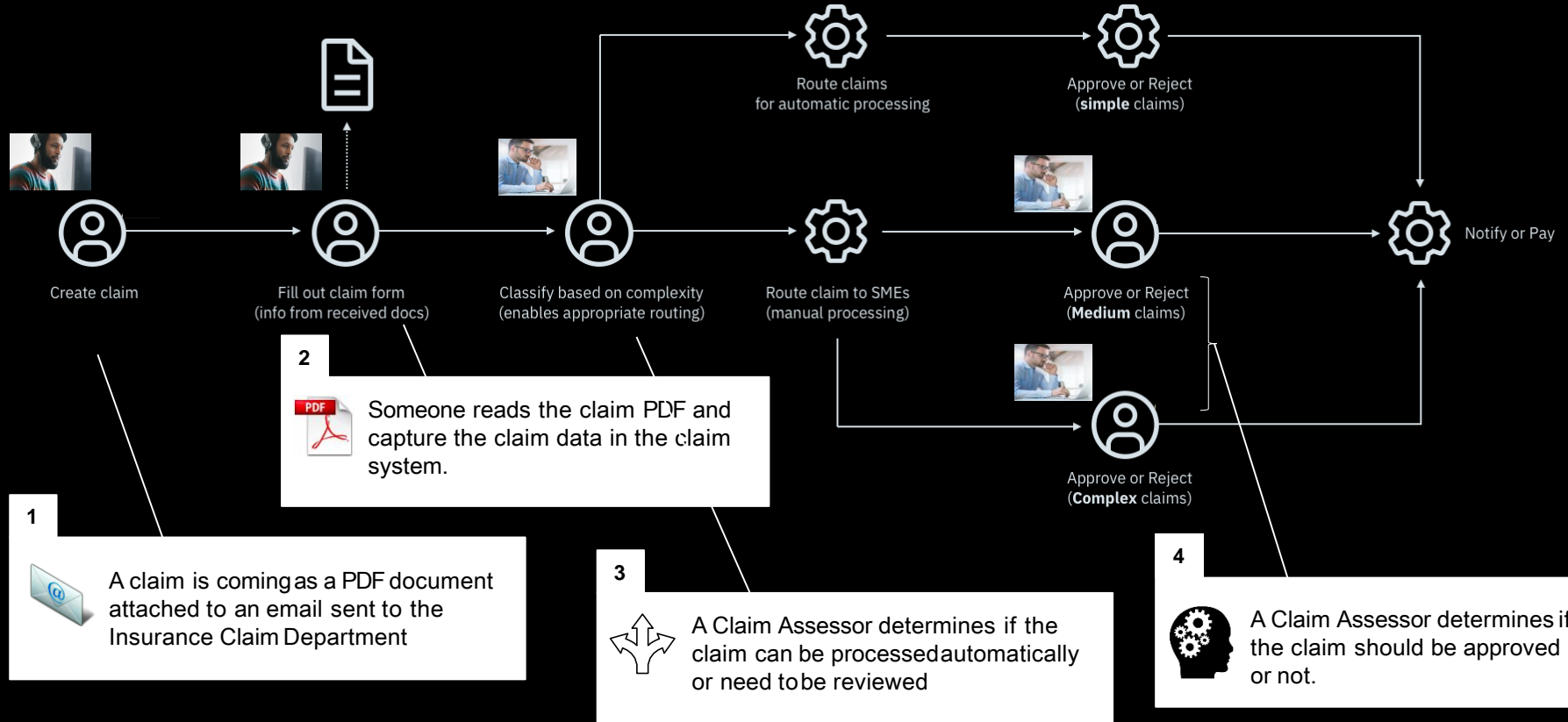


Bob is a business analyst responsible to bring business functions into the claim processing system.

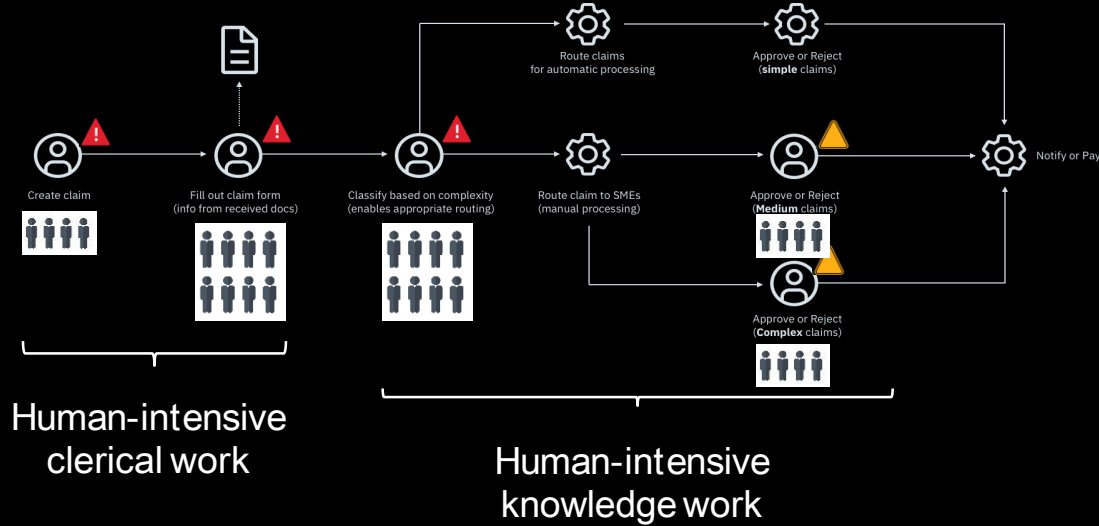


Chris is a data scientist in charge of analyzing claim data in order to improve claim handling.

How claims are processed today?



What are the challenges?

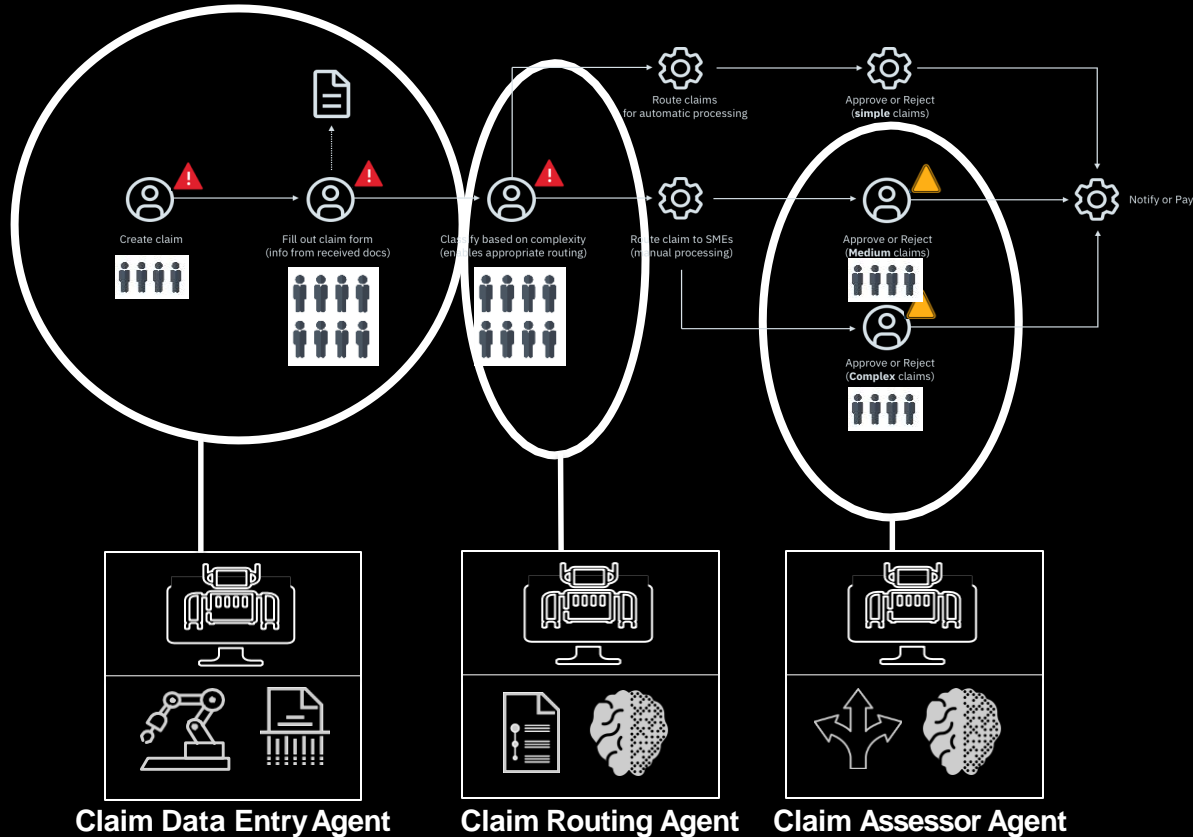


Objective: improve 2 Key Performance Indicators:

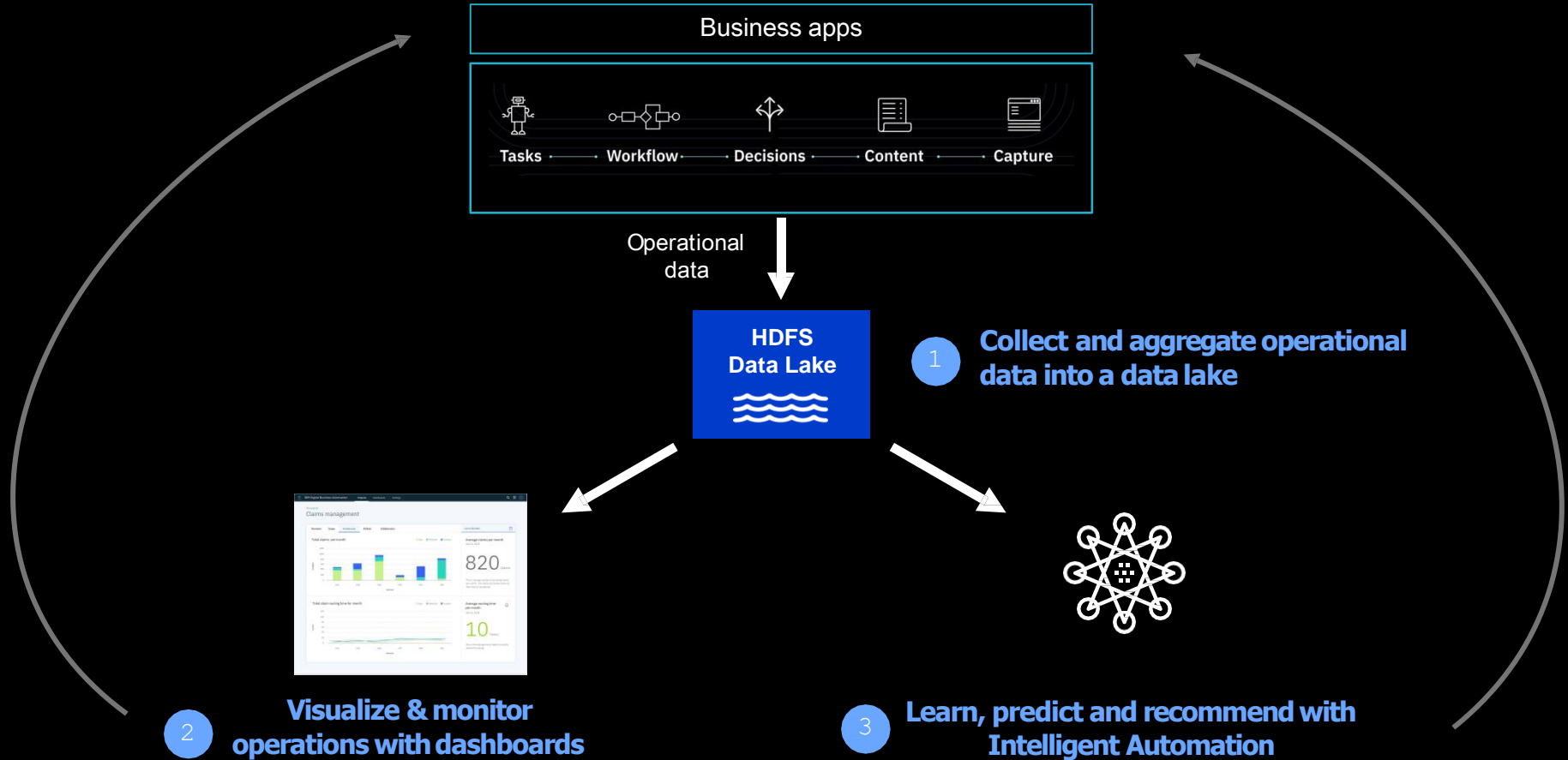
- Number of claims processed each month with the existing staff
- Average processing time for a claim

How AI can improve Claim Processing?

Inject **AI-powered Digital Agents** to automate work or assist knowledge work.



Platform data paves the road to intelligent automation



LETHALITY

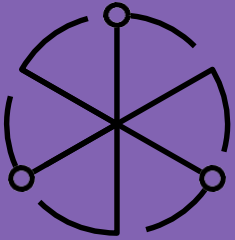
Navy Could Use AI to Combat Swarms of Enemy Boats

APRIL 26, 2019 | BY C. TODD LOPEZ

<https://www.defense.gov/explore/story/Article/1825907/navy-could-use-ai-to-combat-swarms-of-enemy-boats/>

The pillars of trust

Is it fair?



Fairness

Is it easy to understand?



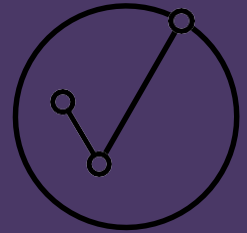
Explainability

Is it secure?



Adversarial Robustness

Is it accountable?



Transparency

Industry Leadership

Forrester Waves

Leader:
Watson Studio

Leader:
Watson Knowledge Catalog

Leader:
Cloud Private for Data

Leader:
Watson Assistant

Leader:
Watson Discovery

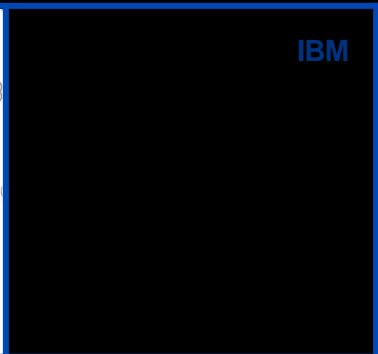
Predictive Analytics & Machine Learning

Machine Learning Data Catalogs

Enterprise Insights Platforms

Conversational Computing Platforms

AI Text Analysis Platforms



**IBM #1 in AI
Market Share**



**Industry
Awards**



A'DESIGN AWARD

AI unlocks the value of data in totally new ways

- Predict and shape future outcomes

- Optimize people to do higher value work

- Automate decisions, processes, experiences

- Reimagine new business models



Personal Story

Q&A – 15 min

